



2021-2022  
ANNUAL REPORT

# Academic Success Navigators

[academicsuccess.ku.edu/academic-success-navigators](https://academicsuccess.ku.edu/academic-success-navigators)

Navigators are a team of highly skilled, cross-trained full-time staff that connect prospective and new students to services through personalized outreach and support.

KU Academic Success  
[academicsuccess.ku.edu](https://academicsuccess.ku.edu)

# ABOUT US

Academic Success Navigators serve new students at KU by providing personalized service that encompasses the students' needs quickly and holistically by providing clear next action steps and answering students' questions. We serve transfer, degree completion, graduate and online students attending KU Lawrence, KU Edwards, KU at Leavenworth and online learners as well as non-credit students.

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## Services

- Immediate personal contact via phone and text
- Referral agent
- Appointment scheduling
- Personalized outreach until student takes action
- Welcome students to KU; reduce student anxiety; build trust

## Goals

- Rapid student inquiry response
- High-quality customer service
- Assist students in the program decision-making process
- Provide guidance and support after admission to navigate
- Remove/ease barriers to entry or barriers to registration
- Increase the number of newly admitted students that enroll and attend first day of classes



"Thank you so much for calling, you really got me excited about pursuing this degree at KU!"

# NAVIGATOR SERVICES

## Portfolio Item 1

### Lawrence Transfer Students

- 8-day new applicant response
- Appointment scheduling/reminders
- Enrollment appointment scheduling/reminders
- Orientation reminders
- Ad Hoc Service calling campaigns
- Navigator email response from Marketing emails
- Systems: Slate + Jayhawk GPS

## Portfolio Item 2

### Edwards Campus

- 24-hour inquiry phone response
- 60-day follow-up to appointment
- Appointment scheduling/reminders
- Enrollment appointment scheduling/reminders
- Ad Hoc Service calling campaigns
- Live Chat/24-hr Chat bot
- Inquiry email response
- Additional pre-advising for faculty-advised programs to increase conversion rates

## Portfolio Item 3

### Lifelong & Professional Education

- 24-hour or less response to LPE program inquiries/registrations
- Inbound phone and email response for general LPE programs
- Registration processing and payments for LPE Osher and Professional Programs
- System: Enrole + Skype

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*"You all have been so fast and so attentive; this is much better than my experience at my last school."*

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# LAWRENCE TRANSFER STUDENTS

Metrics from Sept. 2021-2022.

2,497

Student Interactions

2,666

Transfer Student  
Phone Calls

863

Navigator Tech  
Sessions

860

Transfer Welcome  
Meetings Scheduled

58%

Agree or Strongly  
Agree

The Navigator helped me  
prepare for my academic  
advisement appointment.

The Tech Call made me  
more comfortable navigating  
KU systems.

Receiving a Welcome Call  
impacted my decision to  
attend KU.

90%

Agree or Strongly  
Agree

84%

Agree or Strongly  
Agree

Survey Feedback from  
Navigator Tech Sessions



# KU EDWARDS CAMPUS STUDENTS

## KU Edwards Campus

The following metrics represent the outreach our Navigators have accomplished with students expressing interest at the KU Edwards Campus across various

40,362

Student Phone Calls

24,465

Emails to Inquiring  
Students

1,490

Appointments Scheduled

12%

Conversion from Inquiry



# LIFELONG & PROFESSIONAL EDUCATION

## Lifelong and Professional Education Registration Support Team

The following metrics represent Registration Team Support function delivered by Navigators for Lifelong and Professional Learning with emphasis on Osher Programs and Professional Programs.

3,210

Enrole Registrations  
Processed

467

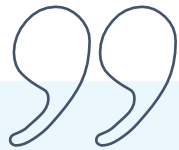
Non-Registration  
Phone Calls Taken

739

Non-Registration  
Outbound Calls

3,823

Inbound Emails  
Processed



“Thanks for calling, I have been putting this off for way too long because I didn’t know where to start.”

**Priority #1** Personalize the new student experience and establish foundational campus knowledge for all incoming students.

- Inquiry to applicant conversion rates of Navigator-served programs.
- Incomplete application rates per program served by Navigators.
- New student appointment rates for Transfers.
- Unit level traffic rates

**Priority #2** Coordinate academic support programs and technologies to promote an integrated student services model.

- Post-technology session survey data for Transfer Students.
- # of Tech Sessions Hosted per term.



# PRIORITIES & IMPROVEMENTS

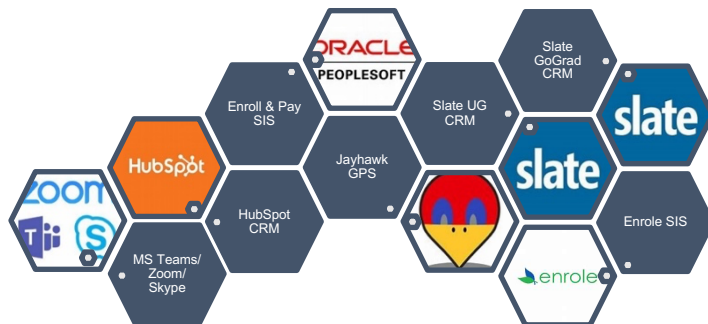
## Priority 1: Student Success

**Objective 1: Increase the number of students through pipeline to completion.**

- Academic Success Navigators serve at the Student Success Model Connection Stage to ensure strong, personalized entry for new Jayhawks to KU. All Metrics in this report contribute to increased student applicants and enrollments to KU.

**Objective 2: Assure Retention and Completion Through Student Engagement and Satisfaction**

- Academic Success Navigators contribute to the learning outcomes of Orientation and Transition programming which are the key starting point for student retention and completion at KU while also contacting students for timely undergraduate student re-enrollment.



## Unit specific initiatives and Continuous Quality Improvement Efforts

- Daily team meetings to ensure student response coverage and daily improvement of phone calls and outreach efforts.
- Annual learning and development of staff in key areas for successful student communication.
- Ongoing learning and development of technology and system use for increased efficiency and accuracy.
- Development of program Playbooks for assured program accuracy information to students.

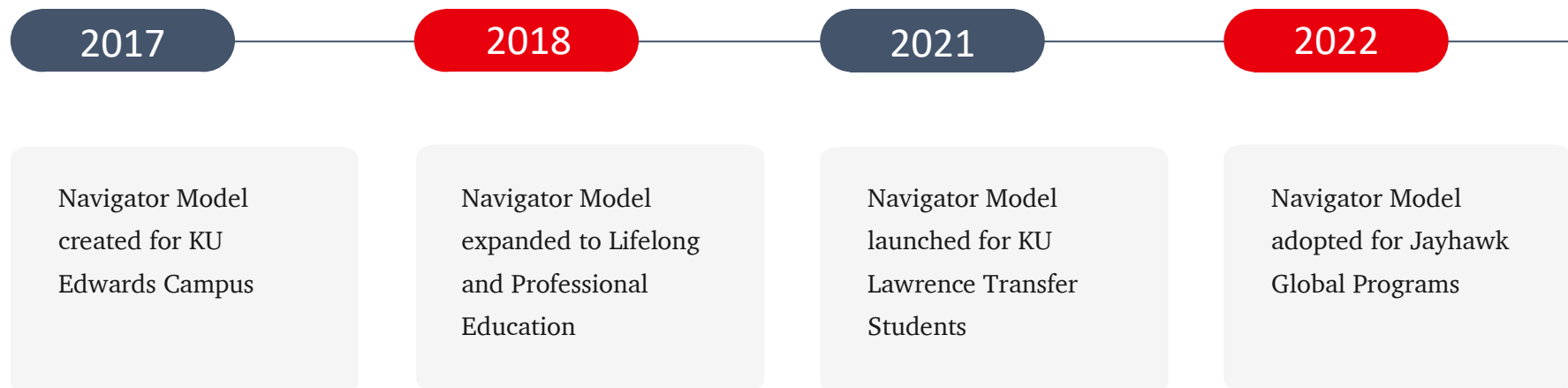
## Goals for Future Expansion, System Optimization and Technology Improvement:

- Expansion to Jayhawk Global program students starting Oct 1, 2022.
- Expansion of technology portfolio to Grad Slate for CRM testing Oct 1, 2022.
- Development of improved processes for Transfer Students for increased student enrollment.
- Expand Transfer Navigator Service to International Transfer Students and Re-Admit Students.
- Transition from Skype to MS Teams and CRM's for phones.

# OPERATIONS AND MILESTONES

## Navigator Operations...the Difference

1. Listen to the student's story, interests, motivations, and goals. Respond to the individual student and tailor communications to their needs/wants. Personalize the experience.
2. Provide service that is helpful and answers questions while providing education and satisfaction for the student.
3. Deliver service that encompasses customer needs: Friendliness, Empathy, Fairness, and Customer Control with Time-Sensitive Information.
4. Provide next action steps where the student feels confident to continue their academic journey at KU.







## Academic Success Navigators



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